



About the award

Senior global and regional marketers can have a huge impact in multiple ways.

Whether it's creating effective purpose-driven campaigns or demanding greater clarity in digital, restructuring the way their internal and external teams work together or building a programme of media transformation that future proofs their business, great marketers make a real difference.

The WFA Global Marketer of the Year seeks to identify the person in a **global or regional role** who has **over the last 12 months made the most impact** on their company, our industry and the reputation of marketing among consumers.

Who should enter?

This award is open to any client-side marketer in a senior global or regional position, who has worked for their company for a minimum of two years.

Jury members should not be nominated.



How can they enter?

Nominations can be received in two ways.

Firstly, any member of the global marketing community can nominate an inspiring global or regional leader. They can do this simply by clicking on the 'Nominate now' button on the award page.

Second, our expert jury of global marketers and industry experts – chaired by Mastercard's Raja Rajamannar – can nominate those they think deserve wider recognition.

Nomination criteria

We believe that the best global and regional marketers, even in the exceptional circumstances of 2020, should show outstanding leadership in three key areas. All nominations should demonstrate outstanding leadership in two or more of the following areas, with particular reference to their activities in the last 12 months.

1. Evolving their organisation to be more people-centric, better able to respond to consumer needs and building happier, more engaged teams internally.
2. Working smarter with partners, be they agencies or vendors, and ensuring that the whole team is aligned to the same goals.
3. Delivering inspiring work that genuinely makes a difference, be that culturally, for the business or for society as a whole.



Judging process

Nominations can be received until **October 25, 2020** and will be considered by our expert jury in November, who will create a shortlist.

Each jury member will vote for their six preferred candidates from the full list of nominations. Those votes will be added together and those marketers with the highest score will be shortlisted. In the event of a tie, the jury president will cast the deciding vote.

The shortlisted marketers will be profiled on the WFA website and by our media partner *The Drum* to allow everyone to learn more about their successes in addressing the challenges facing their brands.

The marketing industry will then be able to vote for the winner of the WFA Global Marketer of the Year during the public voting phase. These votes will account for 50% of the score, with another 50% from a new vote by the expert jury, considering just the shortlisted marketers.

The winner will be announced in **January 2021**.

Fees

There are no entry fees.